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ABSTRACT

This report examines Project Elderly, a project developed to provide job possibilities for the older adult in the labor market in metropolitan Miami (FL). A survey questionnaire was developed to (1) assess the opportunities of the elderly for re-entry into volunteer and paid employment positions; (2) determine the extent of the senior population presently employed in volunteer and paid employment positions; (3) gain input as to a possible training model for re-entry of the elderly into employment positions; (4) assess the feasibility of employment counseling and job placement services; and (5) assess the attitudes of the respondents toward three personnel profiles of the young, middle-aged and elderly worker. (Author/YRJ)

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PROJECT ELDERLY

AN INTERIM REPORT

FROM

PROJECT ELDERLY
DOWNTOWN CAMPUS
MIAMI-DADE COMMUNITY COLLEGE

Beginning a new program and giving it meaning and the purpose it deserves can be overwhelming if it were not for the people and groups involved in the program. At its midway point, Project Elderly: Miami Plan, owes thanks to: the College Administration, Senior Centers of Dade County, Inc., and their membe.s, Northside Neighborhood Family Center, and South Shore Community Center. All of these with their interest and enthusiastic support have helped encourage us and keep our enthusiasm high.

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Dr. Peter Masiko, Jr., M-DCC president

INTERIM REPORT

TO

THE EDNA MCCONNELL CLARK FOUNDATION

FROM

PROJECT ELDERLY: MIAMI PLAN

MIAMI-DADE COMMUNITY COLLEGE

MIAMI, FLORIDA

NOVEMBER 11, 1975

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HISTORY OF THE PROJECT

Miami-Dade Community College received a grant for one year from the Edna McConnell Clark Foundation to survey job possibilities for the older adult in the labor market in Metropolitan Miami. This survey covered both paid and volunteer work. At this time the survey of the area and analysis of data are continuing. Since economic activity in this area is heavily influenced by the tourist industry, which peaks in winter, the survey will be made at various times of the year to determine yearly needs. In this way it is expected seasonal variations will be noted in the final planning and resultant information provide better service to older adults seeking employment.

A survey questionnaire was developed to gain the required information. Eight older people were employed on a part-time basis, 20 hours per week for 27 weeks, to interview business executives in areas where the census tract indicated one of ten individuals was between 60 and 64 years of age, and one out of three individuals was above 60 years of age. See Appendix 1. The survey takers were given a one week training course in interview techniques and in the use of the questionnaire. See Appendix 2. Upon completion of the training program the first section of the survey was undertaken. During the 27 weeks that the survey takers were working, each one came in to bring his materials and to confer about the interviews. These sessions served as a check to determine if the survey takers were using the interview techniques and the questionnaire in the best manner; it also served to give support to the survey taker and to talk over any difficult interviews.

Beginning the last week in October another survey has been started. It will last until the end of January, 1976. In this latest survey those employers already contacted will be called on again, to determine if any change has taken place in their employment situation. In addition new contacts will be made to determine available employment opportunities for the older worker. Furthermore, the survey takers will also contact older people to determine the older adults' needs for employment and their interests in course work. While engaged in these activities, the survey takers will also publicize the O.A.S.I.S. programs, Older Adult Seeking Interdisciplinary Studies and Older Adult Serving In Society, by distributing brochures. See Appendices 3 and 4.

One section of the questionnaire used in all of the survey work, was designed to test attitudes about the older worker, the middle aged worker, and the younger worker. See Appendix 5. In general, the results indicated that the retired older worker would be: more punctual, careful about details, in need of less supervision, apt to stay on the job longer, regular in attendance, less subject to boredom, in need of little training, more serious about work than the middle aged and younger worker.

The impressions the eight research assistants received of the people interviewed, which was more than 1,600, was that those interviewed were intelligent, friendly, quick to respond, true, talkative, quick to establish rapport, cooperative, calm. See Appendix 6.

Generally there were three types of jobs that would be offered to the older worker: salesperson, bookkeeper, and clerk. These results agree with the results of a Chamber of Commerce survey concerning types of jobs for which older people are hired. At this point, both surveys

indicate, there seems to be little consideration given to the older worker for professional and managerial jobs.

Those people interviewed approved the course offerings of the college and thought that such academic offerings were useful and important. The two suggestions for areas of training requested most frequently were learning to use the new cash registers and training to operate a telephone switchboard since these courses are available through the Board of Public Instruction, Adult Education Program, we felt such duplication would be unnecessary.

While the first part of the survey was underway, we offered non-credit courses at senior centers and activity centers. These courses were offered to meet some of the basic human needs, i.e., loneliness, personal growth, involvement in pleasurable activity, and learning for leisure time. Approximately 300 people were enrolled in these classes.

At the present time, we have enrolled more than 400 people from the senior centers in credit courses. These courses are being offered on the basis of requests from the centers and tend to be ceramics, art, painting, history, choral work and social dancing.

Part of the rationale for offering these courses is the building of self-concept by achievement through meaningful activity and the opportunity to be involved with other people. Remaining active and accomplishing goals are means of keeping mentally healthy and alert.

The majority of the people who use the senior centers qualify for financial aid from the college. Although the paper work has been a considerable burden, we have had much help from the centers and from the college in enrolling people for credit courses. At this time there is no provision for fee waivers in the credit or non-credit areas, but it is hoped that we will get to that point.

We plan to continue on this course for the near future and to expand our course offerings. One center has just approached us to offer training to older men in the area of technical skills, i.e., in the field of refrigeration, woodwork, electronics, and so on. We plan to follow up on this request for what appears to be training in marketable skills. Another concept is the development of a neighborhood maintenance system which will provide the necessary support services to enable older people to remain in their own homes.

In addition to class offerings, the staff of Project Elderly has been involved in several other activities.

One of these is the establishment of a Speakers Bureau, and our volunteer lecture series for older adults has become quite a success. Originally we began providing volunteer speakers at one center, but now we have placed 24 volunteer speakers in four centers. See Appendix 7.

Project Elderly staff has spoken at 12 community meetings to inform older people about possible college programs for them and especially about Project Elderly. We have also appeared on two television shows.

We are attempting to build a permanent speakers bureau with a wide variety of topics to be offered by volunteers. In addition, we are creating a slide-tape presentation with the cooperation of the College's Audio-Visual Services, for use in engagements - a copy of the script is attached. See Appendix 8.

In cooperation with other agencies in the community, we have recruited and placed older people in volunteer positions. Volunteers have been placed with the Dade County Mental Health Association, the School Volunteer Program and with the College Tutorial Program.

The staff of Project Elderly in cooperation with the Manpower Program, has just begun to emphasize paid employment. See Appendix 9. We have been active in contacting prospective employers of older workers. A retired personnel manager has been hired, part time, to work with employers and older workers.

Older adults have found our staff to be helpful in responding to telephone inquiries about services and activities in Dade County. The calls have included questions about classes, baby sitting for grandchildren, dental referral, employment, family problems, personal alienation, housing, health problems, and sources of entertainment.

In conjunction with the Dade County Mental Health Association, Project Elderly sponsored a workshop for service agencies on the multicultural aspects of Dade County. See Appendix 10. We had 212 registered participants for this workshop. Attached to this report is a summary and evaluation of the "Celebration of Togetherness" workshop. See Appendix 10.

Future plans include the following: S.A.F.E. which is Stop Alienation For Elderly. This will be a program in peer counseling to deal with loneliness. Emphasis will be on serving in volunteer programs to overcome loneliness. Another aspect of study will be on drug abuse among mature people. We are also planning a workshop for clergy, in conjunction with the Jewish Home and Hospital For The Aged, on understanding the older adult and ministering to his particular needs.

As stated previously in this report Project Elderly has been in touch with more than 1,600 employers in Dade County. Some of the results of this survey follow:

CHAMBER OF COMMERCE REPORT

Who Was Contacted?

Members of the Greater Miami Chamber of Commerce.

How Were Members Contacted?

Each member received a letter of explanation of Project Elderly. In addition, each member was asked to respond to four questions printed on the back of a self-addressed postcard.

Who Responded?

The majority of the responses were from businesses in census tracts in which one of three individuals was more than sixty years old.

What Were the Objectives of the Chamber of Commerce Mailing?

The objectives were fourfold:

1. To introduce Project Elderly to the Chamber of Commerce of Greater Miami and its members.
2. To determine the extent of employment of the elderly (more than 60 years old).
3. To determine if the members were receptive to employing the elderly.
4. To determine if the members would like to be informed of Project Elderly and if they would be receptive to a more intensive questionnaire.

Were the Postcards Returned With Identifiable Resources?

Yes 57% No 43%

On What Type of Employment Schedule were the Members Employing Elders?

Part-time	14.1%
Full-time	41.2%
Both part and full times	30.6%
None	14.1%

In What Employment Is The Older Adult Employed?

There were several occupations listed, ranging from accountant to typist. 12% were employed as clerks; 10% as bookkeepers; 7% as salespersons.

Under Normal Markets, Would the Business Employ the Elderly? If So, What Type of Employment?

Part-time	9.9%
Full-time	24.7%
Both part and full times	34.6%
None	30.9%

Under Normal Markets, In What Type of Employment Positions Would the Businesses Employ the Elderly?

There was a wide range of occupations, from accountant to time-keeper. 19% would be employed as clerks; 17% as salespersons; 9% as maintenance help.

Would Businesses Employ Elders in Different Work Schedules Other Than the Present?

A significant chi-square indicated that the work schedules under normal market conditions would be the same as the current work schedules.

Would Businesses Employ Elders in Different Employment Positions Under Normal Market Conditions Than Currently?

A significant chi-square indicated that the types of jobs would

be the same under the current market and future employment. The majority of the employment positions would be in the areas of clerical, sales, and service.

SURVEY OF THE EMPLOYMENT MARKET

Who Was Contacted?

More than 1,600 individuals in five areas were interviewed by eight part-time research assistants. The five areas were criminal justice, health, business, education, and religion; however, the majority of the respondents were in business areas.

Who Responded?

The majority of the responses were from businessmen in the target population group. See Appendix 1.

What Were the Target Populations?

The target population was in census tracts of Dade County where one in three persons was above the age of sixty and one in ten persons was between the age of sixty to sixty-five.

What Were the Objectives of the Survey?

To assess the opportunities of the elderly for reentry into volunteer and paid employment positions under normal market conditions.

To determine the extent of the senior population presently employed in volunteer and paid employment positions.

To gain input as to a possible training model for reentry of the elderly into paid and volunteer employment positions.

To assess the feasibility of employment counseling and placement services.

To assess the attitudes of the respondents toward three personnel profiles of the young, middle-aged and elderly worker.

Were the Businesses Surveyed Members of the Greater Miami Chamber of Commerce?

Those interviewed were equally divided between Chamber of Commerce members and non-members.

What Were the Various Market Conditions?

In Dade County where the unemployment index, at times, exceeded fourteen percent, two types of conditions were studied: the current market and the more normal market uncharacteristic of high rates of unemployment.

How Did the Market Conditions Affect the Employment of the Older Adult?

Under current employment conditions, approximately fourteen percent of the respondents were employing the older adult in volunteer or paid employment positions. In a more normal market condition, approximately fifty-seven percent of those interviewed would utilize the older adult in paid employment positions; however, the percent of respondents offering volunteer positions was fifteen percent.

What Are the Job Areas?

The following list of percentages indicates the areas of employment under normal and current market conditions:

Clerical	29%
Sales	27%
Professional	19%
Managerial	11%
Service	1%
Manufacturing	1%

Do Any Census Tracts Have Unique Employment Profiles?

No specific census tracts was unique. The types of market conditions, census tracts, and job areas are independent of each other with respect

to the target areas.

What Types of Activities Might Be Offered By Miami-Dade?

The respondents offered a wide range of activities which were classified into three types: academic, refresher, and recreational.

The ranking is as follows:

Academic	39%
Refresher	26%
Other combinations	32%
Recreational	3%

Using the Same Type of Classification, What Types of Coursework Might Be Offered at Miami-Dade?

The 1,600 respondents ranked:

Academic	64%
Refresher	16%
Other combinations	32%
Refresher & Academic	7%

Should the Activities and Coursework Be for Credit or Non-Credit?

The respondents favored the following three classifications:

Non-credit only	43%
Credit only	32%
Both credit & non-credit	25%

Should Employment Counseling Be an Integral Part of the Curriculum?

Yes	95%
No	5%

Should Vocational Placement Become an Integral Part of the Training Model?

Yes	94%
No	6%

Was There A Relationship Between Employment And Vocational Placement?

Job counseling and job placement were independent of any specific census tract, and those respondents who favored employment counseling also favored employment placement.

How Did Businesses Perceive the Older Worker?

The 1,600 businesses were asked to describe their reactions to three different types of employees based on age. One employee was twenty three, another was forty-five and the third employee a mature adult, was a formerly retired grocer. The interviewees were asked to describe quickly the possible work habits of the three imaginary personnel with respect to ten bipolar adjectives. See Appendix 5. The formerly retired grocer was perceived as being more punctual, careful about important details, needing less supervision, staying longer on the job, having a better attendance record, not getting bored, requiring less training, and taking work more seriously than the middle-aged or younger workers.

On two of the questions the order was the middle-aged, retired, and younger worker. The two questions dealt with fitting in with other employees and taking work seriously.

How Did the Research Assistants Perceive the Interviewees?

Researchers checked ten bipolar adjectives on a six point semantic differential scale. See Appendix 6.

Utilizing the target population map, the eight research assistants interviewed close to 1,600 individuals in the criminal/justice, education, health, religion, and business areas. At the end of the interview, the research assistants summarized their feelings about the interviewee.

Overall, the research assistants felt that the interviewees were intelligent, friendly, quick to respond, true, talkative, cooperative, calm, and easy to establish rapport.

At this point in the life of Project Elderly, we would like to make the following recommendations:

1) A clear definition of goals and objectives by the institution for a program offered to the older person. Although the extent of institutional commitment is a desirable goal, it is understood, however, that this may be difficult because of state administration and legislative procedures.
2) Some type of umbrella for operations should be developed with other institutions of higher learning and with other agencies that give service to the elderly so that the utmost benefit could be gained from the various programs.
3) In an area like Dade County, programs for the elderly should be on each campus of the Community College to ameliorate transportation problems for the participants and paper work problems for personnel.
4) It is recommended that a study of the curricula be made so that appropriate courses may be offered for the older person. This necessitates taking into consideration the considerable background of experience and skill that the older student will have.
5) Also, it is recommended that in the above examination consideration be given to the fact of the rising education level of the older person.
6) There is an increasing number of older people in Florida: an

increase of 109.2 percent of people 75 and older from 1960-1970 and a substantial increase in other age brackets:

65 - 69 an increase of 59.3%

60 - 64 an increase of 62.1%

Thus, it is possible that the next 20 years could completely reshape the demographic pattern of the state. It is probable that Florida will be the gerontology capital of the eastern seaboard. Educational institutions such as community colleges, need a strong drive for students in these age groups and to remain of service to their communities.

7) Among older persons there appears to be a need for education for living rather than education for earning. This would indicate a need for some educational programs that concern the use of leisure time.

8) There is a need for pre-retirement training programs to equip those about to retire to face the fact of being without a major part of his identity - his work.

9) The admission and registration process should be less rigorous for the older person. If an older person qualifies for a fee waiver, it is recommended that a card be issued so that part of the process will never be repeated. Perhaps this card could also be used to qualify one to pay minimal costs for non-credit courses.

APPENDICES

APPENDIX 1

TARGET POPULATION TABLE

CENSUS TRACT	PERCENTAGE BETWEEN 60-64 YEARS	PERCENTAGE ABOVE 60 YEARS
11.03	9	29
12.01	9	29
13.00	9	35
27.01	9	33
43.00	9	75
44.00	9	71
67.02	9	33
69.00	9	30
37.01	10	52
39.01	10	46
39.03	10	39
41.01	10	55
67.01	10	40
97.00	10	33
42.00	11	74
2.02	12	45
33.00	12	56
39.02	13	64
1.01	14	52
1.02	14	54
7.01	16	21

APPENDIX 2

Hello!

I am (insert your name), a research assistant for Project Elderly of Miami-Dade Community College, Downtown Campus. We have received a grant from the Edna McConnell Clark Foundation to develop a training model applicable to senior citizens seeking volunteer and paid employment within Dade County.

We appreciate your cooperation and willingness in responding to the following questions in order that we may further develop their training model. In addition, we would like to send you, free of charge, our Project Elderly Newsletter.

Name

Address

City

Zip

Phone

Underline one:

Criminal/Justice Education Health Religion Business

If business, ask the following question:

Is your business a member of the Greater Miami Chamber of Commerce?

YES_____NO_____

1. Under normal market conditions, what types of part-time, paid employment positions might be available for senior citizens?

   Briefly describe the employment in any or all of the following seven categories:

   1. Professional

   2. Managerial

   3. Clerical

   4. Sales

   5. Manufacturing

   6. Service

   7. Other

2. Under normal market conditions, what types of part-time (under 20 hours per week) volunteer positions might be available for senior citizens? Briefly describe the volunteer work in any or all of the following seven categories:

   1. Professional

   2. Managerial

   3. Clerical

   4. Sales

   5. Manufacturing

   6. Service

   7. Other

3. Do you have senior citizens in volunteer positions? If so,

   Part-time?_____Full-time?_____Both?_____

   Briefly describe nature of volunteer employment:

4. Do you have senior citizens in paid employment positions? If so,

   Part-time?_____Full-time?_____Both?_____

   Briefly describe nature of employment

5. Briefly describe what types of activities you would like to see Miami-Dade Community College offer for the elderly desiring to reenter the employment market.

6. What coursework would you like to see included in Miami-Dade's training module for seniors desiring to reenter the job market?

7. Should this coursework be for:

   Credit?_____Non-credit?_____Some combination?_____

8. Should employment counseling be included in this training module?

   Yes_____No_____

9. Should placement services for volunteer and paid employment positions be provided for seniors?

   Yes_____No_____

Project Elderly appreciates you for helping us with these questions. I have one other request. Before we conclude, I would appreciate your reading these (give them the three profiles) three imaginary personnel profiles and marking an X above the line which you feel best describes the person in each profile.

APPENDIX 5

PERSONABLE TWENTY-THREE YEAR OLD. THIS SINGLE MAN HAS COMPLETED ONE AND A HALF YEARS OF COLLEGE. HE HAS A GOOD SCHOOL RECORD AND HAS WORKED SEVERAL YEARS AS A PART-TIME SALESPERSON.

1.	PUNCTUAL	___	___	___	___	___	___ TARDY
2.	WOULD FIT IN WITH OTHER EMPLOYEES	___	___	___	___	___	___ WOULD TURN OFF OTHER EMPLOYEES
3.	WOULD BE CAREFUL ABOUT IMPORTANT DETAILS	___	___	___	___	___	___ WOULD FORGET IMPORTANT DETAILS
4.	WOULD NEED FAIR AMOUNT OF SUPER-VISION	___	___	___	___	___	___ WOULD NEED MUCH SUPERVISION
5.	WOULD NOT STAY TOO LONG ON THE JOB	___	___	___	___	___	___ WOULD STAY WITH THE JOB
6.	ATTENDANCE WOULD BE REGULAR	___	___	___	___	___	___ ABSENTEEISM WOULD BE A PROBLEM
7.	WOULD GET BORED QUICKLY	___	___	___	___	___	___ WOULD NOT GET BORED QUICKLY
8.	WOULD REQUIRE LITTLE TRAIN-ING	___	___	___	___	___	___ WOULD REQUIRE EXTENSIVE TRAINING
9.	ADAPTABLE	___	___	___	___	___	___ INFLEXIBLE
10.	WOULD NOT TAKE WORK SERIOUSLY	___	___	___	___	___	___ WOULD TAKE WORK SERIOUSLY

NEAT APPEARING FORTY-FIVE YEAR OLD WIFE OF AN ACCOUNTANT WITH GROWN CHILDREN SHE HAS TWO YEARS OF COLLEGE AND IS ACTIVE IN CIVIC ORGANIZATIONS. HER LAST EMPLOYMENT WAS AS A RECEPTIONIST FROM 1960 TO 1962.

1.	PUNCTUAL	____	____	____	____	____	____ TARDY
2.	WOULD FIT IN WITH OTHER EMPLOYEES	____	____	____	____	____	____ WOULD TURN OFF OTHER EMPLOYEES
3.	WOULD BE CAREFUL ABOUT IMPORTANT DETAILS	____	____	____	____	____	____ WOULD FORGET IMPORTANT DETAILS
4.	WOULD NEED FAIR AMOUNT OF SUPERVISION	____	____	____	____	____	____ WOULD NEED MUCH SUPERVISION
5.	WOULD NOT STAY TOO LONG ON THE JOB	____	____	____	____	____	____ WOULD STAY WITH THE JOB
6.	ATTENDANCE WOULD BE REGULAR	____	____	____	____	____	____ ABSENTEEISM WOULD BE A PROBLEM
7.	WOULD GET BORED QUICKLY	____	____	____	____	____	____ WOULD NOT GET BORED QUICKLY
8.	WOULD REQUIRE LITTLE TRAINING	____	____	____	____	____	____ WOULD REQUIRE EXTENSIVE TRAINING
9.	ADAPTABLE	____	____	____	____	____	____ INFLEXIBLE
10.	WOULD NOT TAKE WORK SERIOUSLY	____	____	____	____	____	____ WOULD TAKE WORK SERIOUSLY

RETIRED WIDOWER. HE OWNED AND OPERATED A SUPERMARKET FOR TWENTY-FIVE YEARS. HE APPEARS INTELLIGENT AND COMPETENT AND IS A HIGH SCHOOL GRADUATE. HE DOES NOT LIKE RETIREMENT.

1.	PUNCTUAL	____	____	____	____	____	____	TARDY
2.	WOULD FIT IN WITH OTHER EMPLOYEES	____	____	____	____	____	____	WOULD TURN OFF OTHER EMPLOYEES
3.	WOULD BE CAREFUL ABOUT IMPORTANT DETAILS	____	____	____	____	____	____	WOULD FORGET IMPORTANT DETAILS
4.	WOULD NEED FAIR AMOUNT OF SUPERVISION	____	____	____	____	____	____	WOULD NEED MUCH SUPERVISION
5.	WOULD NOT STAY TOO LONG ON THE JOB	____	____	____	____	____	____	WOULD STAY WITH THE JOB
6.	ATTENDANCE WOULD BE REGULAR	____	____	____	____	____	____	ABSENTEEISM WOULD BE A PROBLEM
7.	WOULD GET BORED QUICKLY	____	____	____	____	____	____	WOULD NOT GET BORED QUICKLY
8.	WOULD REQUIRE LITTLE TRAINING	____	____	____	____	____	____	WOULD REQUIRE EXTENSIVE TRAINING
9.	ADAPTABLE	____	____	____	____	____	____	INFLEXIBLE
10.	WOULD NOT TAKE WORK SERIOUSLY	____	____	____	____	____	____	WOULD TAKE WORK SERIOUSLY

APPENDIX 6

INTERVIEW SUMMARY

PLEASE FILL OUT AS SOON AS POSSIBLE AFTER LEAVING THE INTERVIEW. INDICATE BY MARKING AN X ABOVE THE LINE WHICH YOU FEEL BEST DESCRIBES THE RESPONDENT.

RESPONDENT IN INTERVIEW WAS:

UNINTELLIGENT	— — — — — —	INTELLIGENT
UNFRIENDLY	— — — — — —	FRIENDLY
SLOW	— — — — — —	FAST
FALSE	— — — — — —	TRUE
SILENT	— — — — — —	TALKATIVE
HARD TO ESTABLISH RAPPORT	— — — — — —	EASY TO ESTABLISH RAPPORT
UNCOOPERATIVE	— — — — — —	COOCPERATIVE
NERVOUS	— — — — — —	CALM

APPENDIX 7

SPEAKER'S BUREAU

Yoga

Leisure Crafts

Health

Creative Awareness

Spanish Culture

Interior Design

Literature

Art History

Cancer Research

"Self Protection" by Miami Police Department

Human Relations and Alcohol

Heart Health

Good Mental Health

Bicentennial Themes

Legal Services

F.B.I.

Sex and the Senior Citizen

APPENDIX 8

PROJECT ELDERLY - MDCC

In this country there are more than 21.6 million people 65 years and over. It is predicted that within a short time the population of Dade County will be 45 percent of those 65 years and over.

Recently, we have heard a great deal about ecology and the preservation of our natural resources. Our older people are among our most important and valuable resources, but we do little for their preservation. Simone de Beauvoir in her book, The Coming of Age states that one can measure the quality of a society by the way it treats its older people. I'm afraid that the quality of our society would not place very high in such a scale.

Our technology has helped us to add years to life, but it has not helped us to add life to years. When one reaches the magic age of 65, it seems as if one suddenly becomes old and therefore no longer useful. Even when a person is intellectually prepared for this event, it still comes as a traumatic experience. Suddenly, one is treated as if he no longer has anything to offer, but has become obsolete like an old refrigerator or an abandoned car. The very idea of no longer being useful at 65 is an obsolescent idea. It came from the 19th Century of Bismark as he attempted to start an insurance system for the older person.

There appears to be something about the human animal that expresses a need to work. It is through work that we satisfy our need to be productive and to contribute to the life of the community. Perhaps you have noticed that in answer to the question, "who are you?" we respond with our occupation. "I'm a teacher, a carpenter, a lawyer, or whatever." This seems to indicate for most of us that our identity is based on our work. When many of us stop working we tend to lose the meaning to our lives.

Not only does forced retirement affect one's self-image, it produces other tensions - especially in family life. An unhappy retired husband can be a nuisance. One woman described retirement as, "Twice as much husband and half as much money," and there is the famous line, "I married him for better or worse, but not for lunch." Without preparation and the acceptance of retirement, the whole of living is unfulfilling.

A person at 65 has many skills and abilities plus the benefit of a variety of experiences. To suddenly brand this person as useless is a harmful thing. If one can learn something at 16, one can learn at 65. This myth that a person can no longer learn after reaching 65 should be destroyed forever. Research in this country and in Great Britain has shown that the older person can do as well as a younger person on an I.Q. scale. In fact, the older person very often does better on the arithmetic and verbal parts of an I.Q. scale than the younger person. Younger people do better than older people on I.Q. scales that involve a response such as quickly assembling a puzzle. Who needs a puzzle?

Could it be our own mixed and confused feelings about aging that prompts us to closet the older person in nursing homes and retirement villages? Almost like the saying out of sight is out of mind. In a recent speech, Dr. Ashley Montagu said, "The secret is not to grow old - stay young and put off dying as long as possible." Our cultural love affair with the 16 year old makes this admirable advice, but hopeless. It seems to be a doubtful achievement to add years to life but no life to the years. We need some learning for living.

In recognition of the great need of learning for living, M-DCC under the aegis of Project Elderly is offering two programs, each of them with the acronym of O.A.S.I.S.

The first O.A.S.I.S. program is Older Adults Seeking Interdisciplinary Studies. At the present time we have more than 400 older students enrolled for college classes on the three college campuses, at eight senior centers, at the Northside Neighborhood Family Center and at other places where older people neet. Taking college courses can meet several needs of the older person. It gives the person a chance to enrich his life and to broaden his personal horizons by learning something that is of interest to the student. Participating in classes offers the student an opportunity to be involved with meaningful and constructive activity which promotes positive self-concept. In attending classes with others, the older person can escape isolation and feelings of alienation by interacting with other students. As these basic human needs are met, life can take on a new depth as the older student learns new material and breaks out of his isolation.

The second O.A.S.I.S. program, Older Adult Serving In Society, is aimed at helping the older person use leisure in a way that will be most constructive at meeting an inherent need to work. This is a time of life in which one may be free of the exigencies of a job and have the opportunity to do the work that has always held a strong attraction. O.A.S.I.S. helps the older worker find that work which is most satisfying and fulfilling; the work that will most adequately serve to express one's self-definition and the natural desire to develop to one's greatest potential. It may be good to point out here that O.A.S.I.S. makes a distinction between job and work. A job for most of us, is something we have to do--sell our time for money in order to meet the expenses of living.

Work is something we want to do and is personally satisfying - it may or may not involve payment. If one's job and one's work are the same, there is a most fortunate person. There are millions who have retired and no longer have a job as a base of self expression. They need other avenues for meaningful activity. These avenues for work may be part time, full time, paid or volunteer depending on the needs of the person.

O.A.S.I.S., responding to ideas and changes that are "blowing in the wind," gives the older person two choices for enrichment and fulfillment by learning experiences and serving through meaningful work.

APPENDIX 9

Project Elderly:

Helping the Senior Citizen Become Involved in Our Community

MATURE CITIZENS!!!

AGE 55 AND OVER

ARE YOU LOOKING FOR:

PAID EMPLOYMENT ,

VOLUNTEER WORK ,

PART-TIME OR FULL-TIME?

FOR DETAILS:

CONTACT "PROJECT ELDERLY"

PHONE: 577-6705

NO CHARGE TO APPLICANT OR EMPLOYER.

"PROJECT ELDERLY" IS INVOLVED IN MAINTAINING A FULL-TIME PLACEMENT BUREAU FOR MATURE APPLICANTS SEEKING PART-TIME OR FULL-TIME PAID EMPLOYMENT, OR FOR THOSE WISHING TO VOLUNTEER SOME OF THEIR TIME TO ESSENTIAL COMMUNITY SERVICES.

EMPLOYERS!!! GET IN ON THIS POOL OF EXPERIENCED HELP. PLEASE PHONE 577-6705.

MIAMI-DADE COMMUNITY COLLEGE
DOWNTOWN CAMPUS

APPENDIX 11

CELEBRATION OF TOGETHERNESS

In cooperation with the Mental Health Association of Dade County, Project Elderly of Miami-Dade Community College sponsored a Celebration of Togetherness with the following objectives:

1. Provide an opportunity to explore the multi-cultural composition of Dade County.
2. Discuss the problems that result when diverse groups of varying ages, social positions, and varying educational backgrounds are brought together in one community.
3. Identify some problems of minority peoples that are due, in large part, to their being members of a minority.
4. To diminish intercultural conflicts through some measure of sensitivity and understanding.

Over two hundred individuals attended the two-day workshop offering seventeen sessions:

1. American Experience.
2. A New Concept for Offender Rehabilitation.
3. Bread, Butter, and Jobs.
4. Destructive Alternatives (Alcohol, Drugs, Suicide).
5. Double Jeopardy: Minority Women.
6. Education and the Minority Child.
7. Emotional Disturbance Among Disadvantaged Adolescents.
8. Fight for Housing.
9. Forgotten People: Victims of Crime.
10. Institutional Racism and Health Care.
11. Legal System and Minority Problems.
12. Media Reporting as Perceived by Minorities.
13. Melting Pot Paranoia.

14. Minority Family.

15. Strategies and Models in Education.

16. Welfare System and the Minority Client.

17. Yesterday's Youth: The Aging American.

In summary, the participants thought favorably of the Celebration of Togetherness, and more than likely are telling other individuals about their experiences. The top three feelings which the participants experienced and internalized were:

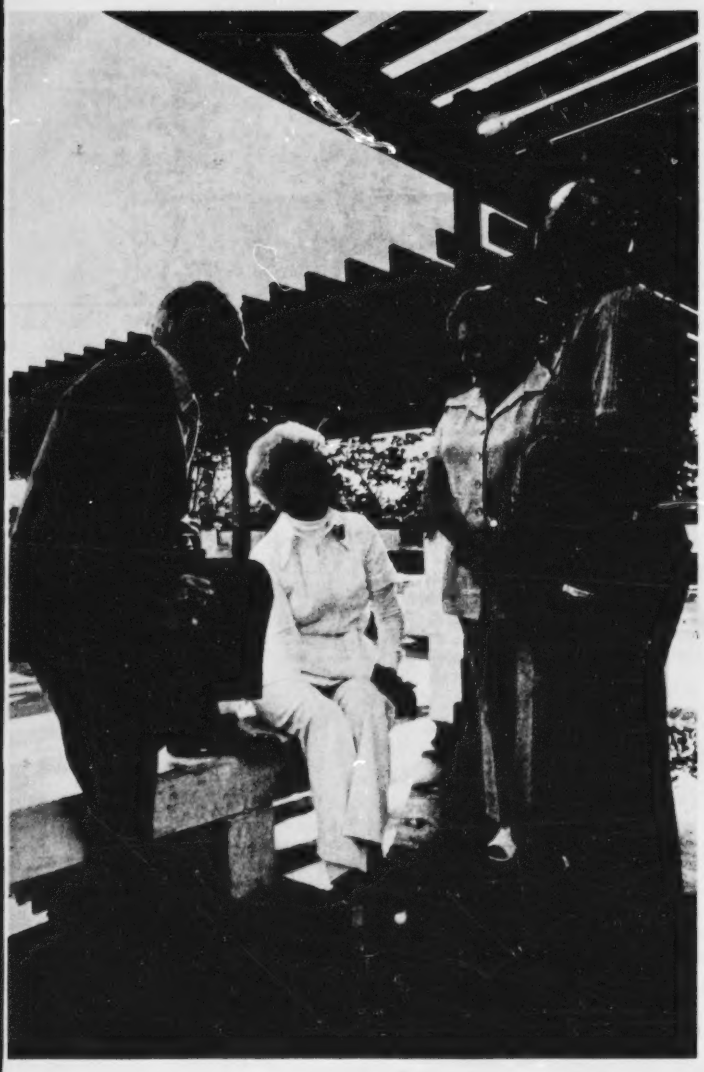
1. That everyone was given an equal chance to participate in the discussions.
2. That the individual's opinions were shared with others.
3. That the individual will share the Celebration of Togetherness experience with co-workers.

SOME THOUGHTS ON THE CELEBRATION OF TOGETHERNESS RANKED BY MEAN RESPONSE WITH PERCENT OF SELECTION

Observations	Mean Response	Strongly Agree	Agree	Disagree	Strongly Disagree
I felt that everyone was given an equal chance to participate in the discussions.	3.435	51.5	41.5	6.0	1.0
I felt good that I was able to share my opinions with others.	3.419	47.1	48.7	3.1	1.0
I felt good that I was able to communicate the information gained from this session to my co-workers.	3.321	38.4	56.3	4.2	1.1
I felt that the facilitator offered helpful suggestions	3.297	42.1	46.7	10.3	1.0
I feel that I am trying to internalize some of the information gained from this session.	3.279	38.3	53.6	6.0	2.2
I feel that I will try to establish links of communication among various agencies.	3.265	35.1	51.8	5.4	1.6
I gained more insights which will help me in my employment.	3.185	34.8	51.6	10.9	2.7
I feel that I have gained a greater awareness for cultural differences and similarities.	3.125	32.1	50.5	15.2	2.2
I feel that Dade County is basically a friendly place to live and work.	2.676	17.3	47.5	20.7	14.5
I feel that this session has destroyed some of my cultural myths.	2.574	15.4	34.9	41.4	8.3

NOTE: The mean responses were calculated by (1) assigning four to "strongly agree," three to "agree," two to "disagree," and one to "strongly disagree;" and by (2) summarizing the response values and dividing by the number of individuals responding to the respective question.

PROJECT ELDERLY



FINAL REPORT

FROM

PROJECT ELDERLY

DOWNTOWN CAMPUS

MIAMI-DADE COMMUNITY COLLEGE

Beginning a new program and giving it meaning and the purpose it deserves can be overwhelming if it were not for the people and groups involved in the program. At its midway point, Project Elderly: Miami Plan, owes thanks to: the College Administration, Senior Centers of Dade County, Inc., and their members, Northside Neighborhood Family Center, and South Shore Community Center. All of these with their interest and enthusiastic support have helped encourage us and keep our enthusiasm high.

RALPH JOHNSON
PROJECT DIRECTOR

JOSEPH BUTCHNESS
PROGRAM COORDINATOR

KENNETH HEISE
RESEARCH COORDINATOR

SYBIL TODD
SECRETARY

Downtown Campus Administration:

William M. Stokes, vice president
Clint Cooper, Administrative assistant to the vice president
Bennie Moore, director of Community Services

District Board of Trustees:
Mitchell Wolfson, chairman;
William D. Pawley, Jack Kassewitz,
Garth Reeves, Dr. Maria Hernandez.
Dr. Peter Masiko, Jr., M-DCC president

ACKNOWLEDGMENTS

Without a staff committed to the cause of the aged, we could not have developed a program with the scope and degree of services. We would like to take this opportunity to thank all the staff members for their loyalty and willingness to work.

We would also like to extend a special note of thanks to the members of our Advisory Committee for their concerned support. They were: Mrs. Theodore Gibson, Mr. Luis Lauredo, Mr. Morris Luck, Dr. Jean Jones Perdue, The Rt. Rev. David E. Richards, Mrs. Hilda Ross, Dr. Jack Skigen and Mrs. Fran Kramer.

Finally, a very special note of appreciation for the individuals from the Edna McConnell Clark Foundation whose interest and financial assistance made Project Elderly a reality.

Under a one-year grant from the Edna McConnell Clark Foundation in the amount of $100,000, Miami-Dade Community College established Project Elderly, a program to serve the older people of Dade County. The main purpose of the grant was to research the job market in Metropolitan Miami to determine the kinds of jobs that might be available to the older worker and to design a model training program to help older workers to assume the available jobs. As the project got under way, we attempted to limit ourselves to the research, but the pressures of community needs and the desire of the staff to serve these needs intruded. Thus, we went beyond the original intention of a research program.

An Advisory Committee was selected early in the project to be representative of community agencies concerned with older persons. Meetings were held periodically to report present status and to explore other avenues of assistance that could be included in the project.

This report includes a discussion of project activities and recommendations as related to the purposes set forth in the proposal. For a thorough discussion of the early activities of the project, see the Interim Report to the Edna McConnell Clark Foundation, November 11, 1975. This report will be outlined in terms of the purposes of the project.

Identify demand for jobs that may be done by the elderly and employ elderly persons as research assistants

An interview survey form was developed to determine types of jobs available and attitudes toward hiring of older persons. Since a major business activity in Dade County is tourism and somewhat seasonal, the survey was conducted in two phases to accommodate these changes. A detailed analysis of data is included in the Interim Report as well as copies of all survey instruments.

Additionally, a survey was developed and mailed to members of the Greater Miami Chamber of Commerce. The purposes of this survey were:

To introduce Project Elderly to the Greater Miami Chamber of Commerce.
To determine the extent of employment of elderly (60+).
To determine if Chamber members were receptive to employing the elderly.
To determine interest in Project Elderly and receptivity to a more intensive questionnaire.

Eight research assistants, age 55 and over, from varied ethnic and economic backgrounds, were hired on a part-time basis to conduct the interview survey relative to the job market for older people. These research assistants were recruited by means of advertising in The Miami Herald, the largest daily newspaper in Miami. Two part-time persons were also recruited and employed to provide office support for the field workers.

A one-week course covering interview techniques and use of the survey instrument was provided for the eight field research assistants prior to the implementation of the survey. During the initial phases of the survey, the researchers were required to report to the Project Elderly office weekly to discuss survey procedures.

The first part of the job survey was conducted during the summer months of 1975. In total, 1600 individuals in five areas were interviewed by eight part-time research assistants: criminal justice, health, business, education, and religion, the majority of respondents being in business areas.

The analyses of data revealed that the job market opportunities for older persons fell into the following categories:

Clerical	29%	Managerial	11%
Sales	27%	Service	1%
Professional	19%	Manufacturing	1%

Job counseling and job placement were considered to be a significant factor in an employment program for older persons. The business respondents reflected positive attitudes toward older persons as employees. Survey responses relative to a training model will be discussed in a later section of this report.

The second phase of the survey was conducted from October, 1975 to January, 1976. Four new research assistants were hired to replace those researchers who were no longer available. They too were given training in the use of the survey instruments. In addition to this training, all research assistants received additional training in methods to determine the immediate availability of jobs for older workers within their neighborhoods.

The new research assistants were assigned to census tracts where there was a high concentration of older people. Those researchers who participated in the first survey were assigned to contact the businesses in the first survey to determine the effect of the "winter season" on employment opportunities. Another objective for the second phase of the survey was to identify available jobs within the areas covered by the survey. It was felt that older persons would need jobs that were easily accessible, in their own neighborhoods, to ease the transportation problems often encountered by older persons without private cars.

As expected, there were no significant differences in the attitude about older workers in the two surveys as determined by chi-square analyses. In both the older worker was viewed positively.

In general, the results indicated that the retired older worker would be: more punctual, careful about details, in need of less supervision, apt to stay on the job longer, regular in attendance, less subject to boredom, in little need of training, and more serious about work than the middle-aged or younger worker.

Three types of jobs were identified by the survey as available to the older worker: salesperson, bookeeper and clerk. There seemed to be little consideration given to the older worker for professional and managerial jobs.

Assist in problems of placement and employment

In view of the favorable attitudes of businesses toward the employment of older persons and a reflection of the intent of Phase II of the proposal, it was felt that a job placement and development program should be an integral service of Project Elderly.

To coordinate the job development and job placement service, a retired personnel manager was employed near the completion of the second survey, in December, 1975. He developed forms and procedures for processing job orders, applications and counseling and conducted interviews with prospective workers and with prospective employers. This part of the program was conducted in close cooperation with Project Renew--sponsored by the Manpower Planning Council for the over 55 worker, with Florida State Employment Service, with the Surrogate Parent Program(University of Miami), Florida Grandparents (United Way), Share-A-Home (United Way) and with the Child Abuse Program (Dade County Protective Services.

By the end of June, 1976, Project Elderly served the following:

Job applicants total		202
Referrals	"	80*
Placements	"	17
Active Orders	"	40

*No data are available on placement through referrals to other agencies. Project Elderly received approval from the Edna McConnel Clark Foundation to extend the time limit of the project with no additional funds to September 1, 1976. The demand for employment services continued to grow. At the present time the personnel manager has been rehired on a part-time basis to maintain the job development and placement services. Information on services available to older persons takes time to be disseminated, especially in a large urban area.

One finding of this project was that one of the most important keys to a successful employment program is favorable publicity. The Project received positive publicity from the following sources: The Miami Herald, The Miami Shores Chamber of Commerce Newspaper, The North Dade Journal, The North Campus Newsletter, and The Miami-Dade Community College Melting Pot. Through the Information Services Office of the College, arrangements were made for appearances on "Community College Review," sponsored by the College through the courtesy of Channel 7 television station. An appearance was also arranged on "Perspectives," another television program.

To disseminate information about Project Elderly, the staff designed and produced a newsletter and a series of brochures and posters. The

newsletter was sent as a general mailing to participants in the survey and other persons interested in Project Elderly. Posters were placed in public areas of high concentrations of elderly persons. Brochures were distributed by research assistants to businesses, by the staff at speaking engagements, by mail to interested persons and all Miami-Dade students over age 55.

Individuals who were placed in paid jobs through Project Elderly expressed their appreciation to the staff in comments similar to the following:

> "Your kindness and continued help will never be forgotten-- I landed the job at Jordan Marsh and love it!"
>
> Ms. Toby Rich
> Normandy Isle, Miami Beach

> "Hard to believe that you people won't quit until you find a suitable job for me. Am very happy to report that I got the job at the insurance company that you referred me to."
>
> Newton D. Roberts
> Miami

> "Am greatly enthused over receiving the job with Protective Services Child Abuse Program. Thank you."
>
> Max Mansfield
> Miami Beach

> "You have referred me to quite a few job openings and I am surprised at how your organization never gives up. I have now been hired by the Better Business Bureau which was a job you referred me to. Thank you very much."
>
> Max Ettleman
> North Miami

> "I can't believe all the things you have done to find me suitable employment. Am happy to report that I was hired for the Project Renew job that you referred me to."
>
> Myra Dreyfuss
> Miami Beach

"Had answered endless newspaper ads and employment service appointments for interviews with no luck. You referred me to quite a few job openings and although I did not make a connection, you never gave up. The last referral worked out fine and I ended up with a full-time permanent job."

Edward A. Riley
Miami

"Am very happy to have been hired on the job you referred me to--it's part-time and it suits me just fine.!"

Lillian Fein
Miami Beach

Since other community agencies have large volunteer programs and expressed a desire to provide their own volunteer training, Project Elderly did not establish a volunteer program.

Project Elderly found that it could serve most effectively by acting as a clearing house for those who were interested in volunteering. Referrals were made to the following programs and agencies:

1. The Retired Senior Volunteer Program, United Way
2. Senior School Volunteer Program, Dade County Public Schools
3. "Listen to Children," Dade County Mental Health Association
4. "After School House," City of South Miami
5. Uhuru Alcoholic Treatment Program
6. Operation Re-Entry, City of Miami Beach
7. Comprehensive Health Care Program, University of Miami Medical School
8. "New Moms" Program, Dade County Mental Health Association
9. Miami-Dade Community College Tutorial Program

Project Elderly developed and coordinated a volunteer speakers' bureau to give talks on various topics at senior centers, retirement centers, condominiums, and activities centers. The following is a list of some of the topics:

Yoga
Leisure crafts
Health
Creative awareness
Spanish culture
Interior design
Literature
Art history

For the success of this venture we are particularly indebted to:

David Rubin
Elsie Kronenfeld
Ackey Harris
Sha Katz
Pauline Kramer
Juana Garcia
Sherle Middleman
Dennis Wapman
Sylvia Mehler
Bea Johnson

Arrangements were made for representatives from various agencies to appear at senior centers and to describe the activities of the agency. Agencies that cooperated were:

American Cancer Society
Miami Police Department
Alcoholics Anonymous
Heart Association
Mental Health Association
Third Century, U.S.A.
Legal Services
Federal Bureau of Investigation

Approximately 900 persons participated in these activities.

As a part of Project Elderly services, speakers were provided for clubs and community organizations on the subject of aging. Lectures were given at the following locations:

Trinity Episcopal Cathedral
Northside Neighborhood Center
Senior Centers of Dade County, various locations for monthly meetings of senior center directors

Skylake Synagogue
Americana Hotel, meeting of wives of Kiwanians
Metropolitan Senior Center
Trinity Presbyterian Church
Moorings Condominium
The Sutton House Woman's Club, Miami
Career Development Staff, South Campus, Miami-Dade
Miami Jewish Home & Hospital for the Aged
James E. Scott Senior Center
First Methodist Church of Miami
Retired Teachers of Dade County, various locations for meetings
Lutheran Medical Center
Jack Orr Plaza
Marriott Hotel, conference on "Social Attitudes Toward Aging"
Sonesta Beach Hotel
Retired Painters' Association, Miami Beach
Coconut Grove Mental Health for Senior Citizens
Key Biscayne, St. Christopher's Retirement Club
Workmen's Circle, Normandy Isle
Temple Israel, Community Mental Health Day
YWCA, National Organization of Women - "Myths on Aging"
Medical Center Campus, New Dimensions in Gerontology class
Dade County Adult Day Care Center

Approximately 1700 to 2000 persons attended these lectures. In general, the emphasis of these talks was a positive approach to aging. This attitude was well received by the participants.

The staff of Project Elderly has served on the Gerontology Committee of the Dade County Mental Health Association and has cooperated in developing programs that concern older people. Two staff members received awards for outstanding service in the area of gerontology.

Develop curriculum to train elderly for paid and volunteer roles

Based on the results of personal contacts at senior centers and job interviews, it was decided not to develop a model training program. The consensus of opinion of older persons was that:

1. They deserved a rest.
2. They desired self-enrichment courses.

3. Those who needed employment could not spare the time for additional training.

4. Those with skills did not feel the need for further training.

Project Elderly responded to the need for self-enrichment by offering credit and non-credit classes at various centers and on campus. The classes offered were those specifically requested at the centers by the older people. Care also was taken to employ instructors who could develop good rapport with older students. More than 700 credit and non-credit students enrolled in these classes. There were and still are requests for classes to be held at senior centers and also at additional centers,i.e., South Shore Community Center, Metro. Senior Centers of Dade County, and the Impact Program at Jack Orr Plaza. A list of the classes offered follows:

Yoga
Astrology
Spanish
Ceramics
Afro-American history
Creative movement
American history
Dance
Drama
Nostalgia
Comparative religion
Table-board games
Social problems
American literature
Chorus
Social services and referrals
Typing
Sewing
Legal Assistant Program

Project Elderly staff members were actively involved in the recruiting and registration of students for these credit and non-credit courses. Registration was done at the centers and an attempt was made to simplify the process, but the enrollees still found registration a burden. Older persons are generally suspicious of paper work and require a great deal of support to complete the necessary forms. The Financial Aid Office developed a brief financial aid form for specific use at the senior centers.

Through Audio-Visual resources Project Elderly personnel developed a slide-tape presentation which points up the positive value of older people

participating in learning and working. A slide-tape program on the Adult Day Care Program is being developed for use at the College and throughout the state to point up the advantages of day care rather than total institutional care.

Additional resources have been made available to older persons. The library, especially at the Downtown Campus, is available to older persons who wish to come in and read the newspapers or periodicals. Each Wednesday at noon, the Lunchtime Lively Arts Program of the Downtown Campus presents a musical or cultural event that is free and open to all members of the community. Many older persons make use of this outstanding recreational resource. It should be noted that this program has been cited by the Governor of the State of Florida for outstanding community service. Additionally, arrangements were made for the senior centers to check out films from the Miami-Dade Community College film library for use at the centers.

As the Edna McConnell Clark Foundation grant is phased out, some activities initiated under this grant are being picked up by other areas of the College. Class offerings and services for older persons continue to be provided through the Outreach Program and employment and placement services are provided on a part-time basis to meet the continuing need for these services.

Project Elderly offered a training program to local agencies to train their volunteers, but this offer was not accepted. However, Project Elderly supported the training given by Dade County Protective Services Division, a program designed to help people become part of a family in which children had previously been abused. Four persons were placed in paid positions with this program.

Training was made available to the administrative personnel of Metropolitan Dade County Senior Centers, Inc. This training grew out of specific

needs of this group and was designed around their questions and concerns. Training was done in the following areas:

Human Sexuality and the Aging Process
Death and Life Affirmation
Leaving Personal Problems at Home
Coping with the Aging Process

Project Elderly staff participated in designing a training program for law enforcement personnel on the unique situations in which some older persons find themselves. This program is being developed in cooperation with the Criminal Justice Institute of the College, Jackson Memorial Hospital and the Gerontology Committee of the Dade County Mental Health Association. The plan is for this unit of training to become a permanent part of the curriculum for all law enforcement personnel.

Since workshops may also be considered a type of training, several were offered through Project Elderly and other agencies:

"Celebration of Togetherness" was a two-day workshop cosponsored with the Dade County Mental Health Association and attended by approximately 230 persons. The objectives of this workshop were to: 1) provide a forum to discuss the multi-cultural makeup of Dade County, 2) discuss the problems that occur when groups of various ages, ethnic background social and educational backgrounds live together in a community, 3) identify the problems of minority people that arise because they are a minority, 4) diminish conflicts through increased sensitivity and understanding. A more extensive report on this workshop is in the Interim Report.

"The Clergy and the Elderly" was a two-day workshop cosponsored with the Miami Jewish Home and Hospital for the Aged. The purpose of this workshop was to acquaint the clergy of Dade County with some of the needs and problems of the elderly so that they might minister to the elderly in a more effective manner. This workshop was attended by approximately 50 persons from those agencies that serve older persons, but few clergy attended. Persons from the agencies expressed great satisfaction with the workshop and asked for some ongoing program in which they could meet to learn and to exchange ideas and information.

Housing workshops were offered in strategic areas for Blacks, Latins, and aged. These workshops were a result of the combined efforts of:

Community Action Agencies
Tenant Education Association of Miami
Project Elderly
Black Leadership Committee of the Mental Health Association
Florida United
Encuentro, The University of Miami
Cuban and Puerto Rican units of the Community Mental Health Center
Spanish-Speaking Committee of the Mental Health Association
South Beach Activities Center
South Shore Community Center
Gerontology Committee of the Mental Health Association

The main purpose of these workshops was to inform the various minority groups about their rights as tenants and the services available to them.

Retirement seminars were sponsored by Project Elderly. A survey was made to determine the needs of those facing retirement (ages 55-64). A series of free seminars were offered covering issues related to health, housing, legal matters, consumer practices, and continuing education. About 800 persons were served by these workshops which were conducted every Saturday for a four-week period.

Staff members of Project Elderly were participants in the following workshops:

Symposium on Aging, University of Miami
Mental Health for Senior Citizens, Coconut Grove
Gerontology Session of the Hispanic Conference, Miami Beach
Understanding the Elderly, workshop for Dade County
Conference on Aging, Boca Raton
Conference on Gerontology, Mental Health Association
Myths of Aging, YWCA
Workshop on Foster Grandparents, Jackson Memorial Hospital
Social Attitudes toward the Aged, Nursing Conference, Miami
Human Services Conference and Workshop, Palm Beach

Development of methods for effecting attitude change

As a result of the early survey, it was determined that employers generally held a positive attitude toward employment of older workers. Thus, specific methods for effecting attitude change were not developed.

Document the Process

The Time Chart attached as Appendix A shows the activities performed within the time frame.

Develop the Model

The attached chart designates the activities conducted through Project Elderly, Appendix B.

Evaluation

Staff members of Project Elderly feel that the project has improved the quality of life for elderly persons in Dade County. It is estimated that Project Elderly reached a minimum of 6,000 persons in Dade County,

not counting the television audiences, heretofore not served by Miami-Dade or any other educational institution. Efforts to locate outside funding for a variety of programs related to Project Elderly were unsuccessful, however. At the present time a member of the Development Office staff is on special assignment to the Administration on Aging in Washington as a result of her doctoral research conducted at Dade County Senior Centers and Miami-Dade's continuing interest in serving the elderly. The staff feels that the coordination initiated by Project Elderly with community agencies is an ongoing positive influence in the community. (See Appendix C - Letter from Senior Center Coordinator). Advisory Committee comments are attached as Appendix D.

Needs identified as a result of Project Elderly

The following needs were identified as a result of the total operation of Project Elderly:

Individual Needs

Educational

Self-enrichment and continuing education courses, both credit and non credit.

Courses given through outreach centers for easy accessibility since there is a lack of transportation available.

Instructors and staff members who relate well to the elderly.

Admission, registration and financial aid procedures simplified so as to require a minimum of paper work.

Reevaluations of financial aid eligibility criteria and fee structures for older persons (especially those on social security or pensions).

Costs for course materials be kept to a minimum through handouts, etc.

Courses developed or modified to meet particular needs of elderly, i.e., exercise, consumer practices, drug usage, community resources.

Central sources of information about educational services and instructional resources be made available in the community. There is a definite need for a unifying factor among all agencies dealing with the elderly.

Community

Central source for providing and disseminating information about human services available in the community be established.

Employment and placement services at outreach centers be made available with coordination from a central location.

Community Agency Needs

Provide employment and placement services, paid and volunteer.

Provide forum or other means of interaction on mutual concerns among members of agencies involved with the care and service to elderly.

Provide additional training in human relations, communications skills, and related subjects for those who work with the elderly through community agencies, paid and volunteer.

Provide expanded volunteer services to community with minimal financial support of volunteers through contributions of travel expenses and/or lunch.

Provide central source for information, referrals, and dissemination of information to elderly in the community.

Recommendations

The staff of Project Elderly make the following recommendations:

1. That an ongoing series of forums be established for interested personnel from community agencies working with the elderly, including Miami-Dade Community College.

2. That a central source be established within Dade County to provide and disseminate information to the elderly.

3. That a brochure be developed for Dade County resources similar to the attached brochure (Appendix E) from the Department of Health, Education and Welfare,"To Find the Way," to be distributed through the senior centers and other community agencies to the elderly. A comprehensive Resource Guide of Dade County resources for elderly was developed in cooperation with Miami Jewish Home and Hospital for the Aged, published in February, 1976, which is available to interested persons.

4. That a two-year training program be developed in gerontology to provide transferability of courses (such a program might articulate with state schools which offer a baccalaureate degree in gerontology).

5. That the employment and placement service at Miami-Dade be maintained and expanded as the need dictates, with services provided at outreach centers and coordinated from a central location, with consideration of computer use to match jobs and clients.

6. That credit and non-credit courses be offered to the elderly community on a continuing basis and that information on the availability of courses be widely disseminated.

7. That audio-visual resources continue to be made available to those community agencies working with the elderly.

8. That the Speakers' Bureau be continued in an effort to promote a more positive attitude on aging and to involve community agencies in interaction with the clients they serve.

9. That a liaison person at Miami-Dade be designated to coordinate all Miami-Dade activities relevant to the elderly, such as funding efforts, education and employment activities and articulation with community agencies. The need for a unifying factor for services to the elderly has been identified by agencies, Project Elderly staff and the elderly.

10. That the slide-tape presentation showing the benefits of elderly day care rather than institutional care be completed and made available to Miami-Dade instructors and community agencies as well as interested persons throughout the state.

11. That the police training program on the unique problems of the elderly be completed and incorporated into the ongoing training at the Criminal Justice Institute.

12. That the in-service training of administrative personnel of senior centers be maintained as an ongoing program (see Appendix D for letter of request).

13. That efforts be continued to involve community agencies in providing workshops for elderly and members of agencies that serve elderly.

14. That the pre-retirement series be continued.

Future Implications

The primary responsibility of Miami-Dade Community College is to provide educational and related services. Additional courses were added to the curriculum to be offered to senior citizens through the Downtown Campus Community Services Division. Special emphasis was placed on serving senior citizens at the senior citizen centers in order to avoid the transportation problems that plague the elderly. Efforts will continue and be expanded, as budgetary limits will allow, in these service areas.

Simplified financial aid forms were devised and will continue to be used to enhance enrollment of the elderly. Miami-Dade Community College will continue to work with all the agencies in the community who are responsible for services to and for the elderly. The need for placement and employment services have continued beyond the Project Elderly operational period and, therefore, the former Project Elderly placement director has been reemployed on a part-time basis to provide this worthwhile service to the elderly in the community.

The Downtown Campus continues to seek new ways to serve the elderly population. Projects are in process in the fields of nutrition, education, and employment. Funding sources are being sought for the pre-retirement series and a special project to provide employment for the over 60 persons. We feel that the Edna McConnell Clark Foundation grant to establish Project Elderly has made an impact on the community and the elderly population which will continue as the services initiated through the grant are maintained and expanded to serve the elderly population.

APPENDICES

BEST COPY AVAILABLE

APPENDIX A

Page 1 of 1

The Edna McConnell Clark Foundation

ACTIVITY SCHEDULE AS OF June 30, 1976

PROGRESS REPORT DATE June 30, 1976

ORGANIZATION MIAMI-DADE COMMUNITY COLLEGE PROJECT TITLE PROJECT ELDERLY: MIAMI PLAN GRANT START DATE February 1975 END DATE June 30, 1976

MAJOR OBJECTIVES / ACTIVITIES		DURATION: 1975 — 1st QTR. (J F M)	2nd QTR. (A M J)	3rd QTR. (J A S)	4th QTR. (O N D)	5th QTR. (J F M)	6th QTR. (A M J)	7th QTR. (J A S)	8th QTR. (O N D)	3rd YEAR (1 2 3 4)	EXPECTED RESULTS	GRANTEE COMMENTS ON STATUS	EMCF USE ONLY
Survey of businesses and industry - phase one	Plan										To conduct survey to find out attitudes of employers	(Was very successful	
	Status												
Survey of businesses and industry - phase two	Plan										1. Continue survey 2. To get job orders	Dual purpose to help with job placement	
	Status												
Non-credit classes	Plan										To have elderly participate in classes	Good attendance	
	Status												
Credit classes	Plan										To have elderly participate in classes	Excellent response from students	
	Status												
Speakers Bureau	Plan										To have volunteer lectures for elderly	Elderly enjoyed variety topics	
	Status												
Infomation referral service	Plan										Inform elderly of services available	Call about classes, housing, medicine	
	Status												
Volunteer information	Plan										To inform elderly about volunteer possibilities	Many referrals were made	
	Status												
Conferences sponsored by Project	Plan										To inform target groups about problems of aged	Wide range of info. poor, clergy, profess.	
	Status												
Inservice training for senior center directors	Plan										To provide specific training for directors.	Feedback was positive	
	Status												
Grant proposals	Plan										To find other funding sources	Still waiting for additional money	
	Status												
Police training	Plan										To inform police about problems of aged	Police need training in handling aged	
	Status												
Job placement	Plan										To begin placement service for the elderly	More publicity is needed.	
	Status												
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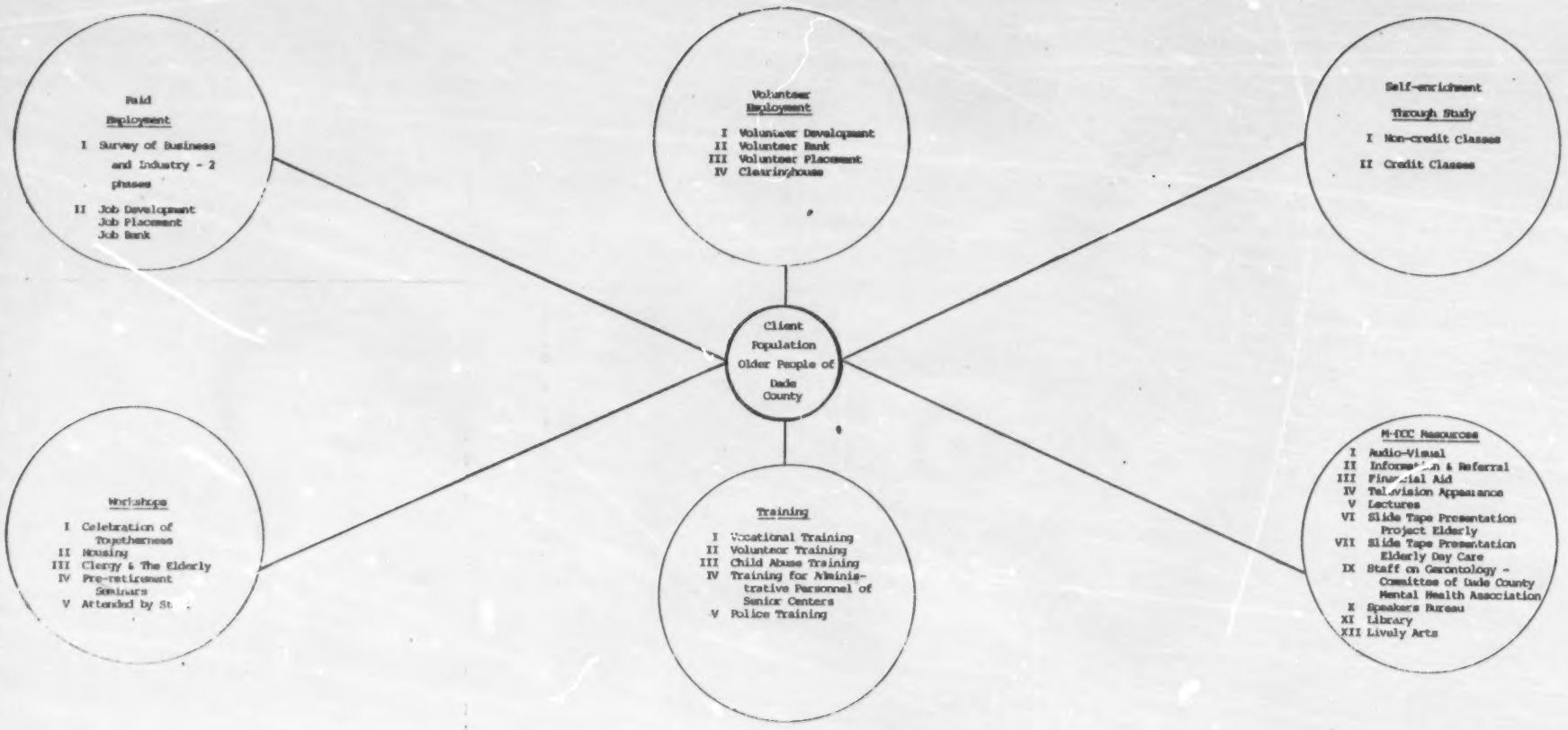
NOTE:
- Planned duration indicated with horizontal line covering respective time periods
- Actual status indicated below planned duration with horizontal line (up-dated for each reporting period)
- The original plan is duplicated by the Foundation in quantity needed for all quarterly progress reports

3/75

Form E-4

70


Paid Employment
I Survey of Business and Industry - 2 phases
II Job Development
Job Placement
Job Bank
Volunteer Employment
I Volunteer Development
II Volunteer Bank
III Volunteer Placement
IV Clearinghouse
Self-enrichment Through Study
I Non-credit Classes
II Credit Classes
Client Population
Older People of Dade County
Workshops
I Celebration of Togetherness
II Housing
III Clergy & The Elderly
IV Pre-retirement Seminars
V Attended by St
Training
I Vocational Training
II Volunteer Training
III Child Abuse Training
IV Training for Administrative Personnel of Senior Centers
V Police Training
M-DCC Resources
I Audio-Visual
II Information & Referral
III Financial Aid
IV Television Appearance
V Lectures
VI Slide Tape Presentation Project Elderly
VII Slide Tape Presentation Elderly Day Care
IX Staff on Gerontology - Committee of Dade County Mental Health Association
X Speakers Bureau
XI Library
XII Lively Arts

Appendix C

Senior Centers of Dade County, inc.

ADMINISTRATIVE OFFICES
1407 N.W. 7th STREET • MIAMI, FLORIDA 33125
Phone 541-3705

MERLE M. FUCHS
Executive Director

BOARD OF DIRECTORS

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1st Vice President

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Pete Peterson
J. Mark Stanley, Jr.
Louis Swisko
Solomon Williams

August 18, 1976

Dr. Ralph Johnson
Career Planning and Academic Adjustments
Miami Dade Community College South
Miami, Florida

Dear Ralph:

This letter is a follow up of our telephone conversation August 17, 1976 about speaker/leaders for Senior Centers of Dade County, Inc., In-Service Training for professional staff.

We would be pleased to have your expertise on the Topic of Communications specifically (1) how to relate to para-professional staff, (2) how to resolve job related problems with co-workers, (3) Internal policies and the role it plays in job performance.

All the above geared to professional ethics and work cooperation.

Through your help we would like to have Dr. Edith Lord discuss Motivation of the Elderly within Senior Centers concept and Dr. Jack Skigen (affiliated with Douglas Gardes) to discuss psychiatric Problems of the Elderly including early manifestations and symtomatology, treatment and management of such patients when they are in the community.

The training sessions are from 2:00 - 4:30 P.M., the second Wednesday of each month at the Metropolitan Senior Center, 1407 N.W. 7 th Street. At this time the following dates are open:

December 8, 1976
January 12, 1977 Dr. Talbot
February 9, 1977 Jack Skigen - Send note
March 9, 1977-
April 13, 1977- Julia Rose - Send note
Assoc Prof Bio 295 33199

If Dr. Lord and Dr. Skigen need information about Senior Centers of Dade County, Inc., Staff, etc., please have them contact me. Enclosed are brochures.

UNITED WAY MEMBER AGENCY

I would appreciate if you notify me as soon as the individual date is confirmed.

If any questions please call me at 633-0462.

Sincerely,

Bunny

Bunny Feinberg,
Program Coordinator

BF/ew
Enclosures:

JACKSON MEMORIAL HOSPITAL
1611 N.W. 12TH AVENUE MIAMI, FLORIDA 33136

October 20, 1976

Community Mental Health Program
Center House
1400 N.W. 10th Avenue
Suite 6-J
Miami, Florida 33136

Dr. Ralph Johnson, Associate Professor
Miami Dade Community College - South Campus
11011 S.W. 104th Street
Miami, Florida 33176

Dear Dr. Johnson:

The Advisory Council for Project Elderly agreed that a two (2) to three (3) year effort was needed to fully explore and identify the diversity of job opportunities for older people in Miami. There were many applicants with an array of requests for personal considerations in their employment - as one might expect in this age group - an in-depth search over time to meet personal indiosyncrasies might have placed many more. In spite of the short period of one year, the record was impressionable.

With more time, the list of applicants would also begin to reflect the multi-cultural groups. An outreach effort is needed for the Haitian, American Black, Bahamian, and the Spanish-Speaking elderly from countries in South and Central America and Cuba now living in Dade County. A project of this dimension takes several years.

Questions were raised like the responsibility of the State Employment Service for the over 60 worker; availability of mini-buses for transportation from the City of Miami; how to protect the older worker in crime areas where jobs are available.

AN EQUAL OPPORTUNITY EMPLOYER

The Committee which was advisory addressed itself to these real issues with obvious ramifications into other social institutions and governmental bodies. Employment of the older person cannot exist without input from the major power structures as everyone quickly discovered again. This would have been Phase II.

The professional and mature staff was a pleasure to work with and I am sure the entire Advisory Committee would concur.

Sincerely,

Hilda K Ross

(Mrs.) Hilda K. Ross, Director
The Neighborhood Family Services
Gerontology Unit

HKR:err